



# N E W S

World leaders in handling and feeding technology

## NEWS

# Relationship Matters

Online social networking sites such as Twitter, Facebook and LinkedIn have been growing enormously in popularity on the web recently. Now companies are exploring ways to work social networking as part of their marketing campaigns. RNA have also joined up with the most popular online networking sites.

Over two years ago, RNA refreshed the company website

### How to find us online?

- RNA Website  
[www.rna-uk.com](http://www.rna-uk.com)
- Follow RNA Automation's updates on Twitter at  
[www.twitter.com/RNAautomation](http://www.twitter.com/RNAautomation)
- Subscribe on Youtube with us  
[www.youtube.com/user/RNAautomation](http://www.youtube.com/user/RNAautomation)
- Sign up for RNA quarterly newsletter by send an email to [event@rna-uk.com](mailto:event@rna-uk.com)

and started a quarterly E-newsletter as part of a new online marketing strategy to build up a connection between its customers. The rise of online social media tools bypassing the traditional routes of phone, fax and email, enables RNA to deliver messages to customers in real time and in a direct manner.

'Social media as a new online platform enables us to engage with our customers on a deeper level,' commented Ying Zhang, marketing executive for RNA, 'we are able to respond to customers enquiries, solve their issues and build relationships with them via tools like Twitter, LinkedIn and Youtube, in addition to RNA's website based project management system (see E-newsletter September issue 2008).'

'Online social networks give us the ability to gather feedback about our equipment and services. This allows a quick



and easy way for customers to participate in a project and provide important feedback to RNA.'

'RNA has created accounts for Twitter, LinkedIn and Youtube. Updates about the company, products, promotions, sales or events are instantly posted @Twitter. We welcome all to follow us @RNAautomation, and share information and provide feedback to us. The most recent videos showcasing RNA handling systems are also available on the RNA Youtube channel.'

Welcome to the October issue of RNA newsletter

**In this issue**  
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Robot gets a Grip on Spoons

RNA survey winner announced

**Forward**  
If you have friends or colleagues you think would like to receive a copy of e-News, subscribe their name and email address to us via [rna@rna-uk.com](mailto:rna@rna-uk.com)

We will forward them the latest issue and add them to our quarterly distribution list.

## CASE STUDIES

# Robot gets a Grip on Spoons

especially at 120 parts per minute.



A specialist supplier of plastic injection moulded components for the food industry approached

RNA to automate a production line for disposable plastic spoons. Some of the industries largest food and snack manufacturers use this type of spoon in ready meals and convenience snacks.

For this particular project a foldable spoon needed to be placed into a cap, the cap is supplied to a manufacturer of milk based fast foods. A disposable plastic spoon is very difficult to orient due to the design of the moulding

The solution chosen was a MicroFlex equipped with an RNA step feeder, a bulk storage hopper and an ABB IRB360 robot.

MicroFlex has been developed by Swiss vision guided robotics specialists SVIA and is marketed by RNA in the UK and Ireland.

The spoons are automatically fed from the hopper, into the

## CASE STUDIES

step feeder and then on to a conveyor belt. A brush positioned above the out feed conveyor separates the spoons under the SVIA Pick Vision camera system. The Pick vision software pinpoints the exact location of the spoons and sends the information to the robot. The robot utilizes conveyor tracking software IE the components can be picked without stopping the conveyor belt. In order for the assembly to work correctly the spoons need to be fed with the oval side facing down. Components lying on the wrong side in the MicroFlex are therefore automatically recycled into the step feeder via camera recognition.

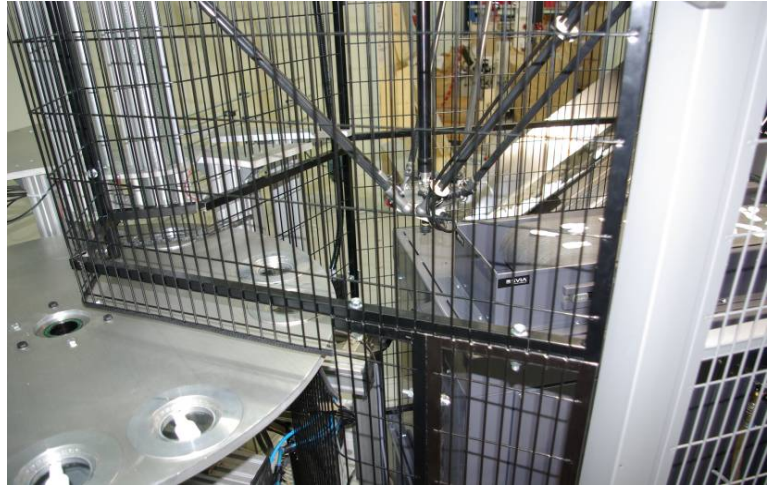
The robot is fitted with a special gripping unit which picks the spoon and places into the waiting cap positioned on the existing production line.

The spoon handling system has been running successfully since the beginning of 2009 and the customer is investing in further systems to cut operating costs and improve production.

The Micro Flex is SVIA's fastest feed system and is a standard compact construction, well proven and developed for this type of task. The system replaces manual handling by operators, and is designed to supply assembly machines, sorting equipment and other machinery that require short cycle times with multiple component handling.

As a standard in the RNA/SVIA range delivery is also short thus reducing lead times and improving payback periods on the investment. RNA and SVIA can offer

>> Robot fitted with a special gripping unit picks the spoon and places into the waiting cap positioned on the existing production line



Top mounted robot, ABB IRB340



MicroFlex equipment with ABB 140T robot



MicroFlex equipment with Epson 4-axis Scara robot

alternative standard systems, each of which is developed to match almost any specifications as an off the shelf package

Another main advantage of the system is the simplicity to teach in new components. To teach the system a new component takes just a few minutes. The teach-in is

menu guided from windows PC software and requires no pre-requisites. The MicroFlex is robust, compact and prepared for 4 or 6-axis robots, Scara robots and suspended picker robots, offering new opportunities to automate the feeding of components.

## UPDATES

### RNA survey winner announced



RNA constantly strive to improve the company website. To help us achieve this, at the end of May, RNA invited customers to participate in a website satisfaction survey.

The purpose of the survey was to assess the effectiveness of the website, and to investigate the site is meeting the needs and information requirements for its visitors.

The response and participation from customers was very encouraging and we appreciate the time and effort to participate for all those that took part.

The survey focused on the content, design, and usability

of the RNA website. This gave us valuable feedback on how and why visitors are using our site and any problems they may have encountered. The results of the survey provided good information to help us develop and improve the website in the future.

The survey came with an added incentive of a prize, an iPod Nano. Congratulations to winner Mr Anthony Denny of RG Luma.

'Overall, the survey illustrates that most of the visitors are satisfied with RNA website and quality of information it

provides,' said Ying Zhang, Marketing Coordinator of RNA, 'many respondents provided positive comments about the website. Some expressed concerns regarding the downloadable files and website speed. They also provided suggestions to improve the quality of the website such as making 3D models available to download, opening a link in a new browser window, and so on.'

'Comments and suggests are currently being examined in view of improving our website and best meeting client needs.'